



Sponsorship Program Vetting Criteria

This document outlines the criteria for vetting potential sponsors and their proposed contributions to the District. All sponsorships must align with the District's mission, vision, Board Policies, and legal obligations, with particular attention to the District's stance on Gifts to the District (Policy 840), Naming District Facilities (Policy 841) and Addressing Controversial Issues in an Educational Setting (Policy 341).

Consistency with Mission and Values

- The sponsorship's purpose, the sponsor's organizational mission, and the nature of the sponsored activity/program align with or, at minimum, do not conflict with the District's educational mission and core values.
- The sponsored activity/program is inherently consistent with the overall goals of the school and District.

Donor Acceptability and Reputation

- The potential sponsor is reputable and in good standing within the community and their industry.
- There are no past or present associations, controversies, or ethical concerns related to the sponsor that could negatively reflect on the District. This includes, but is not limited to, legal disputes, investigations, or widely publicized negative press.

No Implied Endorsement of Politics

- The sponsorship does not imply endorsement of any political cause, product, or service.

Legal and Policy Compliance

- The sponsorship is not in conflict with any Board policy (including, but not limited to, "Gifts to the District," "Naming Rights," and "Addressing Controversial Issues in an Educational Setting" policy), State or Federal law, or public law.

Prohibited Content

- The sponsorship, or the sponsor's primary business/advocacy, does not advertise or promote alcoholic beverages, drugs, or tobacco products.

Reputation and Public Image

- The sponsorship or the association with the sponsor will not adversely affect the District's reputation or public image. This includes evaluating potential for public controversy, negative media attention, or community backlash.



Avoidance of Indoctrination or Persuasion

- The sponsorship will not directly or indirectly indoctrinate or persuade the school district community to a particular point of view on a controversial topic (e.g., race, sexuality, religion, politics, social issues).
- The sponsor does not have an explicit agenda that would conflict with the District's commitment to fostering analytical thinking and open-mindedness without promoting a specific ideology.

No Creation of Hostile Environment

- The sponsorship or its public association with the District will not cause a disruption in the school district community or create a hostile school district environment for students, staff, or the wider community. This includes considering how differing beliefs, values, or points of view related to the sponsor might cause discomfort or distress.

No Imposition of External Controversial Issues

- The sponsor is not knowingly attempting to initiate or inject a controversial issue into the school district community.
- Sponsorship does not have the potential to be a vehicle for introducing external controversial debates that are not directly tied to the approved curriculum and managed according to Board policy.

Absence of Personal Belief Promotion

- The sponsorship does not directly or indirectly promote the personal beliefs or worldview of the sponsor on controversial subjects/issues in a way that could be perceived as attempting to indoctrinate students.

Age-Appropriateness

- The content or messaging associated with the sponsorship is age-appropriate for school-aged students.

Sponsors as Organizations

- The sponsor is a company/organization and not an individual.